

Annex D

Local Transport Strategy: Consultation and Engagement Plan Our Big Transport Conversation

Background

1. On the 15 December 2022 Council adopted the York 2032 10 year Strategy and Policy framework, which comprises the Climate Change, Economic and Health and Wellbeing 10 year strategies and the emerging 10 year City Plan.
2. York 2032 recognises Transport as one of five city-wide priorities and sets out the ambition and targets for the decade ahead:
 - Ambition: York's transport networks will be inclusive and sustainable, connecting neighbourhoods and communities.
 - Targets: York will have a transport plan which enables and promotes modal shift to sustainable transport. It supports the Climate Change, Public Health and Economic Development strategies, and mitigates the transport consequences of the growth of the city. It will support the equality, health and wellbeing of York's current and future residents, businesses and visitors and enables inclusive economic development whilst respecting the city's heritage. Through the Plan, York will seek to minimise any negative environmental impacts of transport. A key part of the strategy will be supporting measures which reduce the need to travel, as well as those promoting modal shift.
3. In addition, the Climate Change Strategy 2022-2032 identifies transport as one of the biggest carbon emitters in the city (2nd only to buildings) and has set a target of reducing carbon from transport systems by 71%. In the meantime, guidance is expected from the Department of Transport that we anticipate will set carbon reduction targets for transport as well.
4. The reason for adoption of York 2032 the 10 year plan and 10 year strategies was to engage partners, city leaders, businesses,

stakeholders and residents to work together on these five key agreed priority areas that aim to actively improve the quality of life for all York's residents. This, the Local Transport Strategy Consultation and Engagement Plan sets out how it will engage different communities in the emerging draft Local Transport Strategy.

5. The Local Transport Strategy Consultation and Engagement Plan follows the principles of the council's resident engagement strategy approved at Executive in April 2021 and builds on the Local Transport Plan Engagement Plan approved at the Executive Member (Transport) Decision Session in May 2021.
6. Since 2021, different aspects of how people travel and experience transport have been explored through iterative engagement activities, under the banner of Our Big Conversation, such as the attitudinal survey in Summer 2021 which also informed the Climate Change, Health and Wellbeing and Economic strategy development process, the 10-year strategies consultation in Summer 2022, and focus groups commissioned to hear from groups that typically did not engage.
7. This, the Local Transport Strategy Consultation and Engagement Plan, learns from feedback the council has already collated and takes the Our Big Conversation consultation to a deeper level of engagement.
8. It will be called Our Big Transport Conversation.
9. It draws on lessons learned through Our Big Conversation when residents challenged the inclusivity of previous consultation exercises and sets out to ensure the consultation is representative and engages under-represented or seldom heard voices from the outset.
10. Feedback gathered through previous Our Big Conversation consultations has informed the draft Local Transport Strategy, as indicated throughout.

Our Big Conversation

11. The Our Big Conversation consultation and engagement programme has iteratively explored different aspects of transport issues and opportunities in York since 2021, specifically in the

context of the economy, climate change and health and wellbeing, but also exploring how people access and engage in the city centre:

Our Big Conversation consultations	2021	2022	2023	Publication
Resident engagement strategy and transport consultation approved	April / May			Agenda for Executive on Thursday, 22 April 2021, 5.30 pm (york.gov.uk) item 123 Agenda for Decision Session - Executive Member for Transport on Tuesday, 11 May 2021, 10.00 am (york.gov.uk) – item 84
My City Centre	March - June			My City Centre Summer Consultation 2021 - My City Centre Results Final Report - York Open Data
Attitudinal survey	June - August			Our Big Conversation Summer 2021 - OBC Final Report - Residents Survey - York Open Data
Targeted focus groups		July		Our Big Conversation 2022 - Datasets - York Open Data
10 Year strategies consultation		June - August		
Budget 2023		November -	January	Agenda for Decision Session - Executive Member for Finance and Major Projects on Thursday, 12 January 2023, 10.00 am (york.gov.uk) item 24
Transport – stage 1			February+	
Transport – stage 2			June +	
Transport – stage 3 - 5			May +	

Scope

- This, the Local Transport Strategy Consultation and Engagement Plan describes the actions that will take place to collate resident, business, stakeholder, visitor, commuter, and community group

feedback to contribute to the completion of the Local Transport Strategy.

13. This plan sets out the approach the council will follow to collate as diverse and nuanced feedback as possible, consulting on the broad principles, whilst encouraging participation in feeding back on specific schemes and opportunities.
14. It will deepen insight into the needs of key audiences, identify audience barriers and opportunities to implement improvements to transport and informing recommendations to further develop the Local Transport Plan (LTP) 4.
15. When appropriate, it will integrate with North Yorkshire Council's LTP development process to support the development of a regional perspective. Pre-empting this, demographics will collate postcode information to understand the split between York and North Yorkshire residents feeding back in the consultation.
16. This Local Transport Strategy will not revisit questions already asked and instead, will publish feedback already collated together with a We Asked/You Said/We did/didn't to show how feedback has already informed the development of the draft Local Transport Plan. Strategy.

Engagement Strategy

17. The aim of the engagement and consultation plan is to:
 - Encourage broad participation from the many different people, groups and organisations who use York's transport infrastructure
 - Increase representation that encourages as many diverse voices as possible to share their experiences.
 - By the end of the engagement plan, everyone who wants to have had a say, should have had the opportunity and means to do so.
 - This feedback will then inform development of the Local Transport Strategy and be presented at appropriate decision sessions
18. To encourage this, engagement will take place over five stages throughout 2023, with information becoming more detailed and complex as the plan progresses:

Stage 1 – build audience understanding (Feb 2023)

Stage 2 – targeted engagement

Stage 3 - strategy, policy themes and traffic issues (May 2023)

Stage 4 – detailed proposals (when ready 2023)

Stage 5 – other strategies and plans, including development of the Mayoral Combined Authority (MCA) Strategic Transport Plan if appropriate – as and when ready 2023

19. Participants will be able to join at any point and any depth of the consultation and easily be able to access different aspects of the consultation.
20. At it's heart will be a online engagement platform that provides polling, surveying and geospatial consultations to allow participants to take part in different ways to provide their feedback.
21. Anyone who has already participated will be prompted to return when new engagement activities or questions are available.
22. Regular analysis of feedback will inform each stage to create a continuous improvement loop until October 2023.
23. Regular analysis of who the participants are will inform the targeted activities to ensure voices are representative. At present, planned targeted activities will reach the seldom heard voices identified in previous Our Big Conversation consultations.

Engagement Objectives

- (i) With the Access Officer in post, **ensure the consultation is inclusive and accessible** building understanding and interest
- (ii) **Develop and deliver an engagement programme of on and offline activities** designed to prompt participants to prompt participants to learn about complex ideas and challenges to make for a more informed conversation, including building audience understanding of key transport issues
- (iii) **Raise awareness of the different stages and opportunities** to engage through corporate and partner channels, signposting the engagement activities and drawing participants to a shared online conversation via an engagement platform and encouraging greater participation in Talkabout panel

- (iv) **Facilitate targeted opportunities** to ensure that under-represented groups are reflected by analysing participation, putting in place activities that collate feedback from the seldom heard
- (v) **Create universal opportunities** to provide feedback with on and offline engagement activities collating demographical information to ensure inclusive
- (vi) **Publish the decision-making schedule** relating to the LTS development allowing participants to influence through open democracy, sharing feedback at key moments
- (vii) **Deliver all engagement through the Our Big (Transport) Conversation programme (brand)** – publishing feedback throughout the process, including reports from previous Our Big Conversation consultations

Audiences

- (1) Universal: residents, businesses, visitors, commuters
City wide to all households, in public spaces, the mobile/online engagement platform, and via social media and digital communications

Demographic data will be collected where possible

- (2) Targeted: resident, community, partners, business representatives for example:
 - Resident - seldom heard voices (identified through OBC focus groups)
 - Disability Independent Advisory Group (and members)
 - Citizens Transport Forum (Civic Trust)
 - Age Friendly York
 - City partners, York Economic Partnership etc.

Engagement Activities

Stage	Process	Engagement objective	Activities
Stage 1 <i>February 2023</i>	Build audience understanding	Ensure the consultation is inclusive and accessible	engage the Disability Independent Advisory Group (DIAG), York Civic Trust forum and Age Friendly forum to test the consultation approach described here build understanding and interest in joining the Talkabout Panel to improve representation
		Develop and deliver accessible engagement programme of on and offline activities designed to prompt participants to think logistically rather than just ideologically	share expertise in thematic webinars – develop additional webinars based on the audience response - <i>evaluate responses to introduce new themes</i> use maps and polling to generate intelligence and prompt participation – drawing into more complex consultation develop accessible and inclusive content and activities
Stage 2 <i>Spring / Autumn 2023</i>	Inform and involve <i>Identifying audiences following</i>	Facilitate targeted opportunities to ensure that under-represented groups are heard and can contribute	Analyse participation and themes putting in place activities that collate feedback from the seldom heard Commission and provide opportunities for a deeper thematic conversation

	<i>insight from Stage 3/4/5 and preparation stage.</i>		<ul style="list-style-type: none"> • Transport Summit with key partners, operators and NYC • Targeted community workshops • Targeted partner workshops • Commission targeted focus groups x12 • Invite partner feedback <p>Ensure all content is accessible, available on and offline and in places people trust and are familiar with</p>
Stage 3 <i>Spring 2023</i>	Consult Explore the strategy and policy themes: <i>Opportunities, barriers</i>	Create universal opportunities to provide feedback	<p>Develop on and offline engagement activities collating demographical information to ensure inclusive and providing different ways to encourage participation:</p> <ul style="list-style-type: none"> • Publish draft accessible LTS for consultation including an easy read version • Update a traffic issues map • Postcard and online polls (leading to the online engagement) • Social media conversations (leading to the online engagement) • pop-up discussions (Transport corner?) in public places <p>take a staged approach to consultation information that ladders participants into deeper conversations</p> <ul style="list-style-type: none"> • Stage 3 – consult on the strategy, policy themes and traffic issues (May 2023) • Stage 4 – explore detailed proposals (informed by
Stage 4 <i>Spring 2023</i>	Consult Specific schemes Test detailed proposals		
Stage 5 <i>when ready</i>	Consult on other strategies and plans		

			<p>stage 3 responses)</p> <ul style="list-style-type: none"> • Stage 5 – consult on other strategies and plans, including development of the Mayoral Combined Authority (MCA) Strategic Transport Plan if appropriate – as and when ready 2023 <p>facilitate one conversation that builds over time (as stage 3, 4 and 5 information is released) to compare and contrast feedback</p> <p>put an (W3A compliant) online engagement platform at the heart of all consultation with opportunity to provide geospatial feedback as well as survey and polls</p> <p><i>Evaluate participation to inform stage 2</i></p>
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Consultation

The cross-party group has been engaged and feedback incorporated. Following Executive approval, the first stage is to consult with different community groups, including the Disability Independent Advisory Group to stress test this consultation plan.

Risk Management

Under-representation: There is a risk that seldom heard voices are not given the opportunity to contribute. To mitigate this risk, DIAG will be consulted to ensure activities proposed are accessible and inclusive, with DIAG invited to consider additional options. Their comments will inform the Equalities Impact Assessment.

Complexity: The draft Local Transport Strategy introduces complex themes and discussion points. To help build audience understanding, webinars will be held to share expertise and invite challenge.

Conflicting feedback: a measure of success will be increased participation and increased diversity of contribution – this will invariably lead to conflicting feedback which will be highlighted for members to help decision making.

Consultation fatigue: the city has been consulted on at length over the last few years. To avoid consultation fatigue and make it easy for participation, different ways to provide feedback will be developed so participants can either provide detailed responses or tick boxes to make it as easy or detailed as the participant wishes. In addition, information about how feedback has already informed the draft Local Transport Strategy will be regularly shared to show a clear line between what you said and what we did

Contact Details

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**Report
Approved**

 tick

Date 26/1/23

Specialist Implications Officer(s)

Julian Ridge, Sustainable Transport Manager

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Wards Affected: *List wards or tick box to indicate all*

All

all

For further information please contact the author of the report

Background Papers

Resident engagement strategy

<https://democracy.york.gov.uk/ieListDocuments.aspx?CId=733&MIId=12510&Ver=4>
item 123

Local Transport Plan engagement plan

[Agenda for Decision Session - Executive Member for Transport on Tuesday, 11 May 2021, 10.00 am \(york.gov.uk\)](#) – item 84

10 Year strategies

[Agenda for Executive on Tuesday, 22 November 2022, 5.30 pm \(york.gov.uk\)](#) item 5